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## WHAT IS CLAIMED IS:

1. A contamination preventing method during the conveyance of a recording medium of an image forming apparatus in which the recording medium is held while conveyed and an image is formed on the recording medium, said method comprising:

a holding step for holding the recording medium by a holding member; and

a change step for changing a held portion of

the recording medium held by the holding member when
the holding time in the holding step exceeds a
predetermined time.

- 2. The contamination preventing method

  15 according to claim 1, wherein the change step is performed in such a manner that when the holding time of the recording medium exceeds the predetermined time, the recording medium is fed by a predetermined distance, so that the held portion held by the

  20 holding member is changed to another portion.
  - 3. The contamination preventing method according to claim 1, wherein the change step is performed in such a manner that when the holding time of the recording medium exceeds the predetermined time, the recording medium is fed by a variable distance, so that the held portion held by the

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holding member is changed to another portion.

- 4. The contamination preventing method according to claim 1, wherein the change step is performed in such a manner that, upon reception of an image formation start command, the recording medium is returned to a predetermined position before starting an image formation.
- 5. A contamination preventing method during the conveyance of a recording medium of an image forming apparatus in which the recording medium is held while conveyed and an image is formed on the recording medium, said method comprising:
- a holding step for holding the recording medium by a holding member; and
  - a cut-off step for cutting off a contaminated portion of the recording medium due to holding of the recording medium by the holding member when the holding time in the holding step reaches a predetermined time before performing an image
  - formation.
- 6. A contamination preventing method during the
  25 conveyance of a recording medium of an image forming
  apparatus in which the recording medium is held while
  conveyed and an image is formed on the recording

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medium, said method comprising:

a holding step for holding the recording medium by a holding member; and

a conveyance step for conveying a contaminated portion of the recording medium due to holding of the recording medium by the holding member when the holding time in the holding step reaches a predetermined time as well as a non-contaminated portion continuous to the contaminated portion, so that image formation is performed on a portion after the conveyed portion.

7. A contamination preventing method during the conveyance of a recording medium of an image forming apparatus in which the recording medium is held while conveyed and an image is formed on the recording medium, said method comprising:

a holding step for holding the recording medium by a holding member; and

a holding force change step for changing a holding force of the recording medium by the holding member, so as to change an intrusion amount of the holding member into the recording medium when the holding time in the holding step reaches a 25 predetermined time.

8. The contamination preventing method

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according to claim 7, wherein the holding force change step is performed in such a manner that upon reception of an image formation start command, the holding force and the intrusion amount with respect to the recording medium are returned to the previous states before performing an image formation.

9. A contamination preventing method during the conveyance of a recording medium of an image forming apparatus in which the recording medium is held while conveyed and an image is formed on the recording medium, said method comprising:

a holding step for holding the recording medium by a holding member; and

- a holding force release step for releasing holding of the recording medium by the holding member when the holding time in the holding step reaches a predetermined time.
- 20 10. The contamination preventing method according to claim 9, wherein the holding force release step is performed in such a manner that upon reception of an image formation start command, the holding force and the intrusion amount with respect to the recording medium are returned to the previous states before performing an image formation.

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11. A contamination preventing method during the conveyance of a recording medium of an image forming apparatus in which the recording medium is held while conveyed and an image is formed on the recording medium, said method comprising:

a holding step for holding the recording medium by a holding member; and

a conveyance/holding step for conveying the recording medium and holding a non-image portion by the holding member when the holding time in the holding step reaches a predetermined time.

12. An image forming apparatus having a conveying unit for conveying a recording medium through an image formation block, said apparatus comprising:

a holding member for holding the recording medium when conveying the recording medium through the image formation block; and

20 control means for performing control in such a manner that a contact portion of the recording medium held by the holding member is maintained only for a predetermined time and is changed to another contact portion from time to time.

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13. The image forming apparatus according to claim 12, wherein the control means performs control

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in such a manner that when a holding time holding the recording medium by the holding member exceeds a predetermined time, the recording medium is conveyed by a predetermined distance by the conveying unit.

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- 14. The image forming apparatus according to claim 12, wherein the control means performs control in such a manner that when a holding time holding the recording medium by the holding member exceeds a predetermined time, the recording medium is conveyed by a indefinite distance by the conveying unit.
- 15. The image forming apparatus according to claim 12, wherein the control means performs control in such a manner that when a holding time holding the recording medium by the holding member exceeds a predetermined time, a contaminated portion of the recording member contaminated by the holding member is cut off before performing an image formation.

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16. The image forming apparatus according to claim 12, wherein the control means performs control in such a manner that when a holding time holding the recording medium by the holding member exceeds a predetermined time, a contaminated portion of the recording member contaminated by the holding member is conveyed additionally before performing an image

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formation.

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- 17. The image forming apparatus according to claim 12, wherein the control means performs control in such a manner that upon reception of an image formation start command, the recording medium is returned to a predetermined position before performing an image formation.
- 18. The image forming apparatus according to claim 12, wherein the control means performs control in such a manner that when a holding time holding the recording medium by the holding member exceeds a predetermined time, pressure of the holding member against the recording medium is changed and an intrusion amount of the holding member into the recording medium is changed.
- 19. The image forming apparatus according to
  20 claim 18, wherein the control means performs control
  in such a manner that upon reception of an image
  formation start command, the pressure of the holding
  member against the recording medium and the intrusion
  amount of the holding member into the recording
  25 medium are returned to the previous states before
  performing an image formation.

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20. The image forming apparatus according to claim 12, wherein the control means performs control in such a manner that when a holding time holding the recording medium by the holding member exceeds a predetermined time, the holding member is separated from the recording medium so as to release the pressure of the holding member against the recording medium.

- 21. The image forming apparatus according to claim 20, wherein the control means performs control in such a manner that upon reception of an image formation start command, the pressure of the holding member against the recording medium and the intrusion amount of the holding member into the recording medium are returned to the previous states before performing an image formation.
- 22. The image forming apparatus according to
  20 claim 12, wherein the control means performs control
  in such a manner that when a holding time holding the
  recording medium by the holding member exceeds a
  predetermined time, the recording medium is conveyed
  and the holding member is made to hold a non-image
  25 portion.
  - 23. The image forming apparatus according to

claim 12, wherein the holding member is a roller or pad.

24. The image forming apparatus according to 5 claim 12, wherein the image formation block performs recording on the recording medium using an ink jet recording head for discharging ink.